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ECONOMIC REFERENCES
MARKETING INFORMATION FOR CONSUMERS 1/

The sources of economic information at the national level exhaust the imagination. Any list is bound to be incomplete. The following suggestions were chosen as being of particular use to workers in the field of marketing information for consumers. Each of you will want to supplement this list with other sources of his special interest.

In general, publications are available from the agency producing them. You may obtain Agricultural Marketing Service materials by writing to their Marketing Information Division. If you wish to be added to the mailing list for any of the AMS reports marked with an asterisk (*), send your request to the Administrative Service Division (ML), Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D.C.

Except for the Bureau of the Census, publications of the Department of Commerce are generally available from their Sales and Distribution Office, Room 6327, U. S. Department of Commerce, Washington 25, D. C. The Bureau of the Census handles its own mailing, so requests for census information should be addressed directly to the Bureau.

When ordering items for sale by the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., make your check or money order payable to the Superintendent of Documents.

The U. S. Departments of Agriculture, Labor, Interior, and Commerce maintain field offices. Many of the publications may be available from the field office in your area. A listing of these offices is attached.

GENERAL

Catalog of References for Extension Education in Wholesale and Retail Food Merchandising. 60 pp. May 1955. Free. U. S. Department of Agriculture, Federal Extension Service, Washington 25, D. C. A bibliography, with materials useful to consumer marketing workers.

Periodic Reports of the Agricultural Marketing Service. AMS 48. 55 pp. May 1955. Free. (Revised edition, 1956, available soon.) U. S. Department of Agriculture, Agricultural Marketing Service, Washington 25, D.C. A listing and schedule of reports issued.

Distribution Data Guide. Monthly. \$2.00 per year, 15¢ per copy. Two index supplements per year, 20¢ each. Available from Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C. A current annotated listing of Government publications and releases of particular interest to "those marketing and distributing our Nation's goods and services."

1/ Prepared by Dr. Carlton E. Wright, Extension Economist in Marketing, Cornell University, Ithaca, N.Y. March 1956.

1950 United States Census of Agriculture, Counties and State Economic Areas. Volume 1. September 1952. U. S. Department of Commerce, Bureau of the Census, Washington 25, D. C. For sale by Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. \$3.25

Agricultural Economics Research.* Quarterly. Free to consumer information workers. (Also for sale - Superintendent of Documents - 20¢ per copy) Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C. Current articles and book reviews on agricultural economics and marketing, probable usefulness of new research developments.

Agricultural Statistics. Yearly. About \$2.00. U. S. Department of Agriculture. (For sale by the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.) Annual statistical summary of agriculture.

Crops and Markets.* Yearly. Free. 1955 Edition, Volume 32, U. S. Department of Agriculture, Agricultural Marketing Service, Washington 25, D. C. Statistical summary and tables on agricultural production and marketing.

The Agricultural Situation.* Issued monthly. Free. U. S. Department of Agriculture. Agricultural Marketing Service, Washington 25, D. C. Printed monthly review of current marketing and economic developments affecting farmers.

The Demand and Price Situation.* Monthly. Free. Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C. Reviews factors that affect domestic and foreign demand for farm products. More detailed than The Agricultural Situation.

The Agricultural Outlook Digest.* Monthly. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Washington 25, D. C. Detailed information related to agricultural outlook and for specified commodities.

Agricultural Outlook Charts - 1956. Yearly. Free. Extension workers may order direct from Extension Service. (Also for sale by Superintendent of Documents - 55¢) U. S. Department of Agriculture, Agricultural Marketing Service, Agricultural Research Service, Washington 25, D. C. Collection of charts and tables on outlook for farm commodities and family living.

The National Food Situation.* Issued 4 times a year. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Washington 25, D. C. Current review of food commodities. Carries production and consumption series and price index.

Consumption of Food in the United States, 1909-52. Agriculture Handbook No. 62, September 1953. U. S. Department of Agriculture, Bureau of Agricultural Economics. Free supply exhausted. 70¢. Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. Per capita consumption of food commodities and helpful interpretive data.

Supplement for 1954 to Consumption of Food in the United States, 1909-54. Agriculture Handbook No. 62. October 1955. Free. (Also for sale by Superintendent of Documents - 60¢) U. S. Department of Agriculture, Agricultural Marketing Service, Washington 25, D. C. Brings Handbook No. 62 up to date, including 1954 figures.

Crop Production.* Issued monthly, with an annual summary each December. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Crop Reporting Board, Washington 25, D. C. Carries monthly data on crop production.

Cold Storage Report.* Issued monthly. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Agricultural Estimates Division, Washington, D. C. Movements in and out of cold storage, stocks of frozen foods, and conditions.

Monthly List of Plentiful Foods. Free. U. S. Department of Agriculture, Agricultural Marketing Service. Secure through area offices; addresses given elsewhere in this report. Designates foods expected to be plentiful in the area.

Consumer Price Index.* Monthly. Free. U. S. Department of Labor, Bureau of Labor Statistics, Washington, D. C. Current series of consumer living costs.

Retail Food Prices by Cities.* Monthly. Free. U. S. Department of Labor, Bureau of Labor Statistics, Washington, D. C. Retail prices and indices for 46 cities.

Business Week. Weekly. \$6.00 a year. McGraw-Hill Publishing Company, Inc., 330 West 42nd Street, New York 36, N. Y. Carries current information on general business activity.

The Wall Street Journal. Daily. \$20.00 a year. Dow Jones and Company, Inc., 1015 14th Street, N.W., Washington, D. C. Up-to-date information on general business conditions, outlook, and commodity price changes.

MARKETING AND MERCHANDISING

Marketing. The Yearbook of Agriculture. 1954. U. S. Department of Agriculture. For sale by the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. \$1.75.

Readings on Agricultural Marketing, Frederick V. Waugh. 456 pp. 1954. \$5.00 per copy. Iowa State College Press, Ames, Iowa. Assembled and published under the sponsorship of the American Farm Economics Association.

Marketing of Agricultural Products, Richard L. Kohls. 399 pp. 1955. College Edition, \$5.25 per copy. The MacMillan Company, New York, N.Y. A marketing textbook.

Marketing of Agricultural Products, Max E. Brunk and L. B. Darrah. 419 pp. 1955. \$5.50 per copy. The Ronald Press Company, New York, N. Y. A marketing textbook.

Agricultural Market Prices, Warren C. Waite and Harry C. Trelogan. 440 pp. 1951. \$5.25. John Wiley and Sons, Inc., New York, N.Y.

Technology in Food Marketing. Agricultural Monograph 14. 115 pp. October 1952. Free. U. S. Department of Agriculture, Washington 25, D.C. A survey of developments and trends in the processing and distribution of farm-produced foods, 1930 - 1950.

The Marketing and Transportation Situation.* Issued quarterly. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Washington 25, D. C. Includes marketing and transportation charges for agricultural products, price spreads, summaries, current expenditures for food, storage, and other information.

Marketing Activities.* Issued Monthly. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Washington 25, D. C. Current series and regulations, market research, and new developments.

Extension Food-Marketing Handbook. Free to consumer information workers. Food Marketing Program, New York State Extension Service, Cornell University, Ithaca, N.Y. A reference book on food marketing with both economic and home economic facts.

Food Topics. Bi-monthly. \$5.00 per year. The Topics Publishing Company, Inc., 330 West 42d Street, New York 36, N.Y. Retail grocery paper giving trends and merchandising information.

The Packer. Weekly newspaper. \$5.00 per year. The Packer Publishing Co., 201 Delaware Street, Kansas City 6, Mo. Fresh fruit and vegetable marketing news.

Chain Store Age. Grocery Managers Edition. Monthly. \$3.00 a year. Lebhar-Friedman Publications, Inc., 2 Park Avenue, New York 16, N. Y. Magazine for chain supermarket grocery stores.

Weekly Digest of Food Distribution. Weekly food trade news. \$25.00 per year. The American Institute of Food Distribution, Inc., 420 Lexington Avenue, New York 17, N.Y. Includes weekly "Canners Market Report" and "Washington Food Report." Current food situation with elaborate detail on what and why in food.

The Plentiful Foods Program. PA-75, 4 pp. Revised January 1956. Free. U.S. Department of Agriculture, Agricultural Marketing Service, Food Distribution Division, Washington, D.C. A brief explanation of how the program works.

DAIRY PRODUCTS

Regulations Affecting the Movement and Merchandising of Milk. Milk Marketing Research Report No. 98. June 1955. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Washington 25, D. C. A study of the impact of sanitary requirements, Federal orders, State milk control laws, and truck laws on price, supply, and consumption.

The Dairy Situation.* Issued 6 times a year. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Washington 25, D.C. Current dairy marketing and production information, including prices.

Milk Production (successor to Dairy Production)* Monthly. Free. U.S. Department of Agriculture, Agricultural Marketing Service, Crop Reporting Board, Washington 25, D.C. Data on monthly milk production and related factors.

Farm Production, Disposition, and Income From Milk. Yearly - April. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Crop Reporting Board, Washington 25, D. C. Yearly review and statistics on milk and its utilization.

Production of Manufactured Dairy Products. Annual statistical bulletin. Free. 1954 issue - Statistical Bulletin No. 167. October 1955. U. S. Department of Agriculture, Agricultural Marketing Service, Washington 25, D. C. Dairy statistics, current and recent.

FISH

Commercial Fisheries Outlook. Quarterly. Free. U. S. Department of the Interior, Fish and Wildlife Service, Washington 25, D. C. Supply, markets, and other information about fish, including cold storage holdings.

Available Leaflets on Fisheries. Fishery Leaflet No. 9. 1955. Free. U. S. Department of the Interior, Fish and Wildlife Service, Washington 25, D. C. A listing of leaflets available.

Monthly Availability of Fishery Products. Monthly. Free to consumer information workers. U. S. Department of the Interior, Fish and Wildlife Service, Washington 25, D. C. Supplies of fish and shellfish expected in ensuing month. Given by regions.

FRUITS AND VEGETABLES

The Fruit Situation.* Issued 4 times a year. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Washington 25, D. C. Estimates of production and recent statistics. Processed products, as well as fresh are reported. Includes tree nuts.

Fruit and Vegetable Facts and Pointers. Reference sheets on 76 commodities. \$15.00 per set. (Free sample and price list available upon request) United Fresh Fruit and Vegetable Association, 777 14th Street, N.W., Washington 5, D. C. Separate sheets for each commodity. Historical and other information.

California Deciduous Fruits. 1948. Free. California Fruit Exchange, Sacramento, Calif. Descriptions, pictures, and pertinent information about California deciduous fruits.

Apple Production by Varieties. Issued in December. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Fruit and Vegetable Division, Washington 25, D. C. Production of Commercial varieties by States with comparisons for previous periods.

Fruits and Tree Nuts - Production, Disposition, and Value. Issued in January. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Crop Reporting Board, Washington, D. C. Annual summary of production and uses of various fruits.

The National Geographic Magazine, "How Fruits Came to America," Magness and Bostelmann. Vol. C, No. 3. September, 1951. 50¢ a copy. The National Geographic Society, Washington, D. C. Historical background of our American fruits.

Unloads of Fresh Fruits and Vegetables at New York City. Yearly summary. Free. U. S. Department of Agriculture, Fruit and Vegetable Division, Agricultural Marketing Service, 139 Centre Street, New York, N.Y. Yearly tabulation. A monthly list is also issued. Similar reports in other markets.

Carlot Shipments. Daily. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Fruit and Vegetable Division, Market News Branch, 139 Center Street, New York 13, N. Y. Daily report on shipments of fresh fruits and vegetables. Similar reports issued in other market news offices.

Miscellaneous Fruit and Vegetable Report. Daily. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Fruit and Vegetable Division, Market News Service Branch, 139 Centre Street, New York, N.Y. Receipts of fresh fruits and vegetables at New York City, with wholesale prices. Similar reports issued at other market news offices. See attached list.

Cabbage Stocks.* December and January. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Fruit and Vegetable Division, Washington 25, D. C. Cabbage stocks by States, on December 1 and January 1.

Onion Stocks.* January. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Marketing Information Division, Washington 25, D. C. Onion stocks by States on January 1.

Potato Stocks.* January. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Marketing Information Division, Washington 25, D. C. Potato stocks by States on January 1.

MEAT AND LIVESTOCK

The Livestock and Meat Situation.* Issued 6 times a year. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Washington 25, D. C. Current figures on production and estimates for months ahead.

The Meat Situation. Monthly. Free. American Meat Institute, Department of Marketing. 59 East Van Buren Street, Chicago 5, Illinois. A monthly summary of information on past and future livestock supplies, meat production, and consumption.

Livestock and Poultry on Farms and Ranches, January 1. Annual summary. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Crop Reporting Board, Washington 25, D. C. Review and statistical tables by States and regions.

Livestock Market News Statistics and Related Data. Annual statistical bulletin. Free. 1954 issue, Statistical Bulletin No. 162, June 1955. U. S. Department of Agriculture, Agricultural Marketing Service, Livestock Division, Washington 25, D. C. Slaughter, price, and other statistical material.

Livestock Market News - Reviews and Statistics.* Weekly. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Livestock Division, Washington 25, D. C. Current price and supply information for livestock and meat. Important factors affecting current market activity.

Livestock Slaughter and Meat Production.* Monthly. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Crop Reporting Board, Washington 25, D. C. Current production with comparisons. Statistical summary included.

POULTRY AND EGGS

The Poultry and Egg Situation.* Issued 6 times a year. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Washington 25, D.C. Estimates of egg and poultry production and supplies. Includes eggs, broilers, and turkeys; carries prices and other statistical series.

Dairy and Poultry Market Statistics. Statistical bulletin. Annual. Free. 1954 issue - Statistical Bulletin No. 165, August 1955. U. S. Department of Agriculture, Agricultural Marketing Service, Dairy and Poultry Division, Washington 25, D. C. Summarized dairy and poultry market statistics published during preceding year.

Handbook of Poultry and Egg Statistics. Issued 1951. Bring-up-to-date supplements are issued yearly. Original book \$2.00, supplements \$1.00 each. The Darle Press, Ithaca, New York. Complete compilation of all commonly used poultry and egg statistics.

Chickens and Eggs - Farm Production, Disposition, Gross Receipts, and Income. Annual. Free. U. S. Department of Agriculture, Agricultural Marketing Service, Washington 25, D. C. "Turkeys" issued separately. Income by States by commodities.

Producers Price - Current. Trade newspaper published 5 days a week. \$40.00 per year; 2 issues per week, \$20.00; 1 issue per week, \$12.00. Urner-Barry Company, 92 Warren Street, New York. The only privately produced reporting newspaper of its kind. Widely used by the trade. Has daily market quotations for poultry commodities, produce, dairy products, meat, and livestock.

The Delmarva Broiler Industry, James M. Gwin. Revised December 1950. Bulletin A-57. Agricultural Experiment Station, Poultry Department, University of Maryland, College Park, Md. Useful background information and yield tables in appendix.

Commercial Hatchery Report,* Monthly. Free. U.S. Department of Agriculture, Agricultural Marketing Service, Crop Reporting Board, Washington 25, D.C. Chickens and turkeys - eggs set and hatched - by States and regions.

PROCESSED FOODS

The Canning Trade Almanac. Yearly. \$2.00 per year. The Canning Trade, Baltimore 2, Md.

Frozen Food Pack Statistics. Annual summary, April. Free. National Association of Frozen Food Packers, Washington, D. C. Yearly bulletins showing pack of fruits and vegetables for current and recent years.

Canned Food Pack Statistics. Annual summary, June. Free. National Canners' Association, Division of Statistics, 1133 20th Street, N.W., Washington 6, D. C. Yearly bulletin showing pack of fruits and vegetables for current and recent years.

Supply, Stocks, and Shipments. Period reports. Free. National Canners' Association, Division of Statistics, 1133 20th Street, N.W., Washington 6, D. C. Single sheets, issued frequently, showing situation of each canned fruit and vegetable throughout the year.

The ABC's of Canned Foods. Reference manual, 1955. Free. National Canners' Association, 1133 20th Street, N. W., Washington 6, D. C. Background information and statistics of canned fruits and vegetables.

Canned Food Report.* Monthly. Free. U. S. Department of Commerce, Bureau of the Census, Washington 25, D. C. Movements and stocks of canned vegetables, fruits, juices, and fish.

Western Canner and Packer. Statistical Review and Yearbook Number. Annual, May. \$1.00 per copy. Miller Freeman Publications, 121 Second Street, San Francisco 5, Calif. Pack statistics of all sorts of canned and frozen foods.

The Northwestern Miller, Almanac Number. May. \$4.00 per copy. The Miller Publishing Company, Minneapolis, Minn. Statistical information on the milling industry, bread, and cereals.





